

MINUTES  
COUNCIL ON RECYCLING  
JANUARY 21, 2004  
BAMBOO ROOM  
KALAHARI RESORT AND CONVENTION CENTER  
I90/94 AND HWY 12  
WISCONSIN DELLS, WISCONSIN

**Council Members Present:** Jeffrey Fielkow; Susan Hundt-Bergan; John Reindl; Cecelia Stencil; William Swift; Charlotte Zieve.

**Council Members Absent:** John Piotrowski

**Also attending:** Suzanne Bangert, DNR; Jim Birmingham, Recycle America Alliance; Bill Casey, Columbia County; Janet Cline, Walworth County Public Works; Dan Fields, DNR; Evie Fisher, Becher-Hoppe Associates, Inc.; Tom Knippel, Sadoff-Rudoy; Jenna Kunde, WasteCap Wisconsin; Beatrice Lengjak, Town of Beloit; Cynthia Moore, DNR; Neil Peters Michaud, Cascade Asset Management; George Penn, Global Energy Options; Earl H Thomas, Sokogan Chippewa Community Environmental Dept.

**Call To Order:** The meeting was called to order by Chair John Reindl at 4:30 PM

**Introduction and Announcements:** Reindl discussed several newspaper articles including the Staples computer pilot project take back program. 'Cradle to grave' responsibility for products, such as electronics and cell phones, is becoming the standard in Europe and is predicted to become the standard here as well.

**Minutes:** Approval as submitted was moved by Susan Hundt-Bergan and seconded by Jeff Fielkow. The minutes were approved.

**Reports**

**Chair:** Reindl said that a draft bill on electronics recycling will be introduced by Rep Miller. Reindl said he would send a copy of the legislation by e-mail to the members.

**Updates:**

**DNR:** Cynthia Moore, DNR, said that DNR is beginning the process of revising the administrative code for recycling- NR 544. She will be holding listening sessions with stakeholders in February and March. Some of the revisions are technical and eliminate obsolete language, some clarify current practices and there will be some new changes. Moore said she would like the Council to be very involved with this process. Susan Hundt-Bergan said Madison was considering single stream collection and asked if single stream was part of the rule change. Moore said there is a workshop at AROW on this issue and it may be considered under NR 544. Fielkow said he can set up a tour of a single-stream facility. Reindl said that besides single stream, Madison is considering adding mixed paper and 3-7 plastic to their program.

Moore said that the Environmental Management System (EMS) is setting the priorities for DNR. The first stakeholders meeting is Feb 2.

Moore said the DNR is setting up guidance on construction and demolition (C&D) They are working on clarifying reuse and working on using shingles for road construction with DOT. Reindl asked that Paul Koziar come to a Council meeting and brief the Council on the shingle issue.

**Public Comment:** Neil Peters Michaud, Cascade Asset Management, LLC., an IT retirement company, said he was pleased that e-waste is a high priority for the Council. He said he had some updates for the Council. 1) National Electronics Product Stewardship Institute (NEPSI). He said the group had been working for almost 3 years to develop a national voluntary system to bring

about the infrastructure and financing to collect household generated electronics. Peters-Michaud said NEPSI adjourned without a solution and we should not expect them to succeed. We should come up with a Wisconsin solution. 2) He said he was very interested in total lifecycle costs. There are many examples that can be seen on websites such as Cleanmed.com and GRRN.com. 3) He said he was strongly in favor of the project by DNR to create a questionnaire for computer recyclers. He thinks everyone should complete the questionnaire so consumers know what they are getting for their money. The questionnaire would be voluntary. Reindl asked if DNR should keep this information on their website. Moore said the questionnaire and responses would be kept on the web but the DNR cannot guarantee that the responses were accurate. The questionnaire is geared toward small businesses and individuals. DNR is trying to get this done regionally. Charlotte Zieve said that there is a big education effort needed. Many companies do not know what to do with their equipment. Peters-Michaud said that Dell has a pilot program for computer collection events. He said that glass and plastics markets are needed. Plasma screens are taking over so glass-to-glass recycling will soon be a dead end. Reindl asked how the Council should proceed on this issue. Peters-Michaud suggested that we follow up on the momentum generated by Rep. Miller's bill. He said the membership of the previous committee had problems with membership changes and couldn't sustain it's momentum. Zieve asked if the recommendations are still valid. Reindl replied that there are 6 new members on the Council now and so the Council would have to review the recommendations. Fielkow asked to invite Rep. Miller to the next Council meeting. Reindl said he would check. Fielkow said that Minnesota enacted a ban on landfilling CRT's beginning July 2005. Jenna Kunde, WasteCap Wisconsin, suggested that the Council invite specific people and set goals and dates for recommendations.

**Setting Goals:** Reindl asked the Council members how they would like to proceed. He said that the Council had set up a workgroup on used oil filters at the legislature's request. That guaranteed interest and participation. The electronics workgroup was determined by the Council and did not have a legislative mandate. There was a different level of participation on that workgroup.

**Electronics:** Zieve said she wanted to work on electronics and would agree to be Chair. She said we could work off the current recommendations and look at Minnesota's activities in particular and other states in general. Reindl said the Council had a variety of tools. The Council could propose legislation, pursue education or provide other encouragement. Fielkow suggested a team to create milestones for electronics. He also wants to know the environmental consequences of doing nothing. What is the trade-off between costs to municipalities vs. negative consequences? Then you can see what the costs are and which is the best direction to go. Zieve said that we have never been able to place a cost on environmental impact. Fielkow said it can be done. Reindl said there is a branch of economics called 'Environmental Valuation' that has put a dollar cost on emissions to the environment. Some of the environmental fees in Europe are built on the emission of toxics. Companies pay fees depending on the impact the material has on the environment. Fielkow said that there is a distinction from reuse as opposed to end of life. The end of life is the true essence of the business. Swift said that couldn't work. He said Racine Correctional Institute has been trying to refurbish and give away computers and hasn't been able to do it. Cecelia Stencil said the same thing is happening at Flambeau Correctional Institute. Fielkow said that the brokers should not be followed since they sending them for reuse. Hundt-Bergan suggested that the Council act as a Committee-of-the-Whole since everyone is interested in this issue. Non-Council members will be included on the committee. Members agreed. Zieve said that we should take the following steps: 1) put together what other states' are doing 2) do a cost benefit analysis; 3) look at what we did before; 4) identify legislators who are interested. Reindl suggested that Zieve put those ideas down and send them via e-mail to Council members and interested parties, to see if that will work as a framework. Moore said she could put some information together on national activities.

**Mercury containing devices:** Reindl said that he would like Randy Case, DNR, to come back and show a computer model of mercury containing products. Swift said we should deal with the area that has the most. Reindl asked Tom Knippel, Sadoff-Rudoy, to share his thoughts. Knippel said that his company has a program for collection of mercury switches. The last ones of

these were made 10-15 years ago but they are still in use. Kunde said WasteCap Wisconsin was engaged in an education project on how, where and why to collect mercury fluorescent lamps. Reindl said many communities are working on this issue. The National Hospital Association is working with EPA on the issue. Fielkow said he would take the lead on this committee. Hundt-Bergan said that recycling product legislation and recycling infrastructure were the keys according to the presentation by Case. That should be where we start. Reindl said that AROW and WCSWAMA would probably want to be part of this effort.

**Paper:** Reindl said John Piotrowski would like to be on this committee and C&D. Fielkow said that recycling away from home is a problem. He thought that was a good theme to cultivate. People on the road don't have good recycling options. Moore said there is a lot of opportunity to boost recycling on the road. Reindl said that single stream is coming. The questions revolve around the quality of the paper and the increase in recycling because of the convenience. Another aspect is the fundamental change in the price of paper. Mixed paper may now be economical. The price has risen steadily and seems to be stable. This is an opportunity to encourage communities to add mixed paper. Hundt-Bergan said that this is the moment in time when efforts can pay off. Jim Birmingham, RecycleAmerica, said it must be easy to do to be successful. Fielkow said that paper is truly a world market and his company thinks the current price stability is here to stay. They are working with communities to recover more product. Mixed paper recycling should be offered in all communities across the state. Piotrowski, Fielkow and Stencil will work on the committee.

**C&D:** Reindl said he worked for several years on this issue. His committee issued 11 recommendations. Some were adopted. There are many new developments. There are some things we can do. Zieve said we should look at previous recommendations, see what's been done and see what's left to do. Reindl will do a quick review of those recommendations and report to the Council.

**Other Business:** The Council will meet on Tuesday, March 16<sup>th</sup>, 2004 as a committee-of-the-whole for electronics. The Council will also hold elections and have a brief discussion of the C&D issue.

**Adjournment:** Stencil moved, Hundt-Bergan seconded. The Council adjourned at 6:00 PM.

Respectfully submitted by Daniel B. Fields, Department of Natural Resources.